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october 1986

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automotive FLEET

CAR AND LIGHT TRUCK FLEET AND [illegible] MANAGEME[illegible] MAGAZINE

Renault GTA

Pontiac Bonneville LE

Ford F-150

Used Marketing CFM at Crossroads

[illegible] Models

automotive
FLEET
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

OCTOBER 1986
VOL. 25, NO. 12

Influencing the management of 4,584,000 cars and 1,970,000 light trucks and vans in business, leasing, rental, utility, government, police and taxi fleets.

p. 28

p. 44

On the cover: The '87s are arriving. A sampling of some of this year's new models appears on our front cover. Pictured from top to bottom are the Renault GTA, Pontiac Bonneville LE, and the Ford F-150.

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Circle 108 on Inquiry Card

the rules prior to Oct. 17 by writing to Richard L. Cleland, Assistant Attorney General, Department of Justice, Hoover Building, Des Moines, IA 50319. Those wishing to appear at the hearing should contact Cleland at (515) 281-5926 by Oct. 15.

COPING WITH DRIVERS IN DOWNSIZED CARS

Fleet managers are most likely to counter driver discontent over downsized vehicles by upgrading the car model or adding accessories. Such was the conclusion of the latest survey of 308 U.S. and Canadian fleet managers by *Runzheimer Reports on Transportation*, the industry newsletter.

When fleet executives were asked, "How do you deal with driver discontent over downsizing?", 25 percent advised "upgrade model/add accessories."

"Give them the choice of more company-paid options," one manager responded. "Add comfort options such as tilt wheel and power seats." Said another: "Don't buy bottom-line cars. Improve accessories. AM/FM radios do wonders for a complainer."

Eighteen percent of respondents advised appealing to reason by "justifying the cost" to drivers by informing them of the economic benefits to the company. For nine percent of respondents, a fair, firmly-enforced policy and the support of top management are essential to a fleet downsizing program. Other advice included "blame the manufacturers" (eight percent); "offer employee ownership" (six

Fleet Managers' Advice on How to Deal with Driver Discontent Over Downsizing

Response	Percent*
Upgrade model/Add accessories	25%
Justify cost to drivers	18%
Educate drivers on the need	9%
Gain top management support/ Establish clear policy	9%
Explain the inevitability/ Blame the manufacturers	8%
Offer employee-ownership	6%
Explain relationship to compensation and job security	5%
Emphasize the positives, such as unibody safety and ease of handling	4%
Involve drivers prior to downsizing/ Develop a selector list	3%
Downsize gradually	2%
Explain tax benefit/personal use chargeback reduction	2%
Instruct driver that fleet car is a tool	2%
Don't downsize	2%
No problems/No advice	4%
Miscellaneous	17%

* Total exceeds 100% because of multiple answers

Source: Runzheimer Reports on Transportation

percent), and "explain the relationship between downsizing and job security" (five percent).

"It is obvious that fleet managers are using both the carrot and the stick to accomplish a smooth transition," says Adlore Chaudlier, executive editor at *Runzheimer Reports on Transportation*. "First they upgrade accessories, then they mention job security."

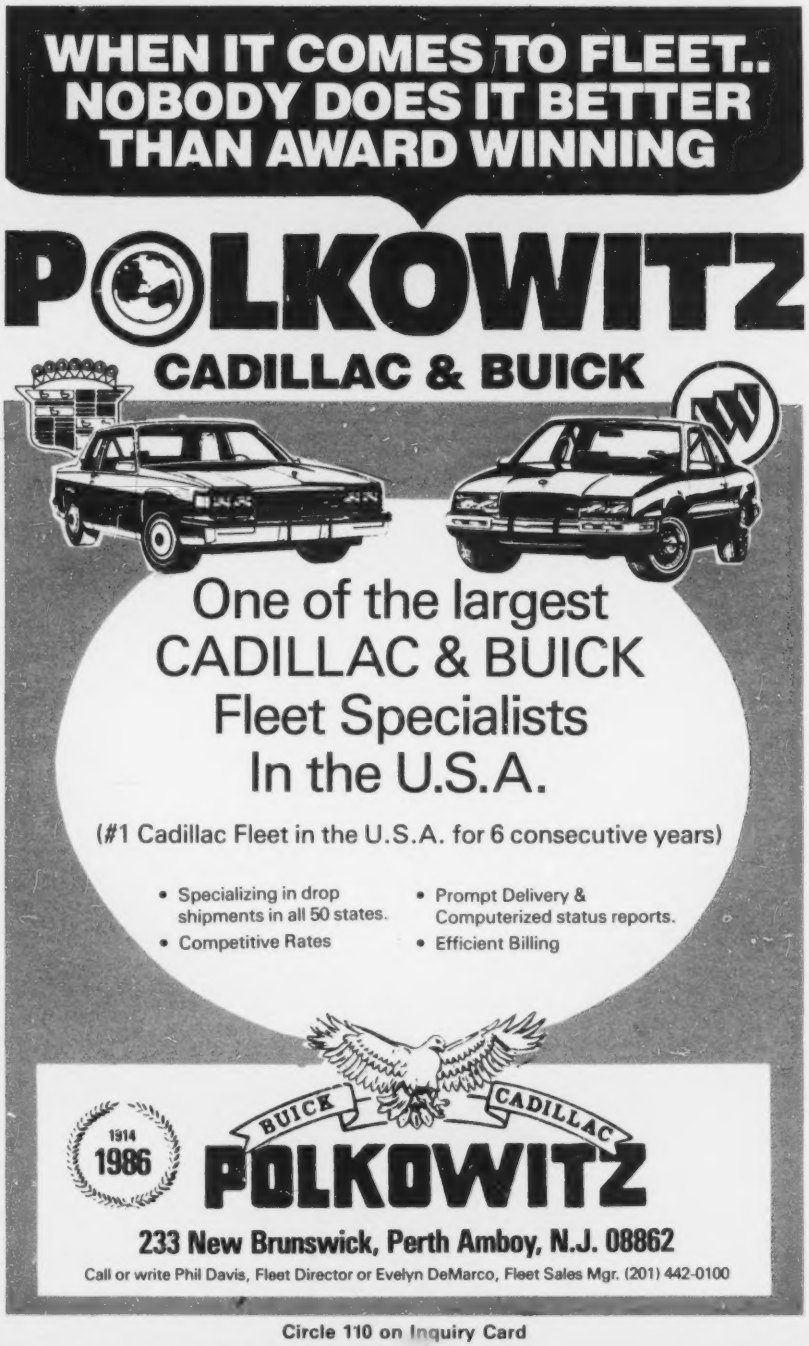
FORD AUCTION SETS THREE RECORDS

The biggest Ford factory sale ever has put Lakeland Auto Auction in the record books.

The Florida dealer auction facility offered a record Ford/Lincoln-Mercury consignment of 647 units, and sold all 647 (a 100 percent sale), also a record. As a result, the net check to Ford established a third record of $8.9 million.

The sale featured a volume offering of 504 Lincoln Town Cars, all of which sold.

Lakeland Auto Auction is one of 17 auto auctions operated in North America and Canada by Manheim Auctions, Inc. of Atlanta, a subsidiary of Cox Enterprises, also of Atlanta.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VW FLEET PLAN

Volkswagen of America has updated its full-year fleet program for the Golf and Jetta in 1987, the first year the Troy, MI-based automaker has offered such a program.

For the Golf GL model, VW will offer free air conditioning on all eligible GL fleet purchases. Standard features on the model include rack and pinion steering, front wheel drive, power-assisted front disc brakes, choice of gas or diesel power, tinted glass, and fully reclining front bucket seats with adjustable headrests. Also standard is a two-year unlimited mileage protection plan (fully transferable), as well as a six-year corrosion perforation limited warranty (also transferable).

The two-year plan and six-year warranty are also offered for the Jetta, which will feature increased fleet availability in 1987. Standard features on all eligible Jetta fleet purchases include tinted glass, fully reclining front bucket seats with adjustable headrests, and an illuminated luggage compartment with floor carpeting and black PVC side panels.

Circle 218 on Inquiry Card

AAA SAYS DRIVING COSTS HOLD STEADY

With lower fuel prices offset by higher costs for insurance, depreciation, and maintenance, the American Automobile Association says the cost of owning and operating a car in 1986 will average nearly 23.2 cents per mile — the same as in 1985.

Medium gray leapt from nowhere to become Number One for full-size and intermediate cars, while red topped compacts and white led the light-truck field. That's DuPont's latest line on the increasingly important subject of vehicle color.

Cars and Colors

Bob Rauschenberg of Dart & Kraft Financial believes the right one can add up to $500 to the residual value of a fleet car. Manheim Auctions' Jack Charlesworth thinks its value could be twice that — if the vehicle's an expensive import. Tom Harris of the National Association of Fleet Resale Dealers warns that it will vary in popularity from region to region. And the DuPont Co.'s Robert Daily states that, in 1985, red, white, and medium gray were the most popular on U.S. cars and trucks.

They're all talking about vehicle color, a decision fleet managers face upon acquisition that can have a very real impact when cars and trucks are sold. "We spend a lot of time with our customers advising them on those things that can affect resale value," says Rauschenberg, director of used vehicle marketing for Dart & Kraft's Vehicle Management Group. "A major factor, of course, is what they buy in the first place. Color is a big factor."

Charlesworth, director of fleet management marketing for Manheim, the nation's largest chain of auto auctions, agrees. "Both exterior and interior color make a big difference at resale time," Charlesworth says. "That's especially true with fleets."

According to these experts, fleets whose vehicles are painted a variety of single colors — rather than all just one shade — should fare best in the used-car market. More sedate colors might be smartest for larger cars. And brighter hues could be wisest for smaller, sportier models.

"It's really a question of mix and variety, though," Charlesworth cautions. "All colors will sell under the proper circumstances. It depends on the area, the type of car, and the price." While the color of a Chevette or an Escort may have minimal affect on disposal price, he adds, a sporty Mercedes painted red could bring up to $1,000 more than a black one in comparable condition.

On the West coast, Tom Harris points out, dark grays, burgundies, chocolate browns, and cream/ yellows are good colors for resale. Colors Harris says to stay away from in that area: light metallic blues, blacks, and "any kind of green."

Harris' choices, to a certain extent, are reflected in DuPont's latest "Automotive Color Popularity" chart. Covering the 1985 model year, that chart shows medium gray vaulting from out of nowhere to become the year's most popular color for full size and intermediate cars, garnering 11.6 percent of that category. Medium gray also established a solid third place for compacts, with 10.6 percent.

"This color last appeared in 1980 as a minor choice," says Robert Daily, manager-color marketing for DuPont's finishes and fabricated products department. "It rose so rapidly primarily because '85 was the first year that Ford and General Motors offered it in any depth across their car lines. It was the right color at the right time, a reflection of consumer preference for 'elegance' and 'sophistication.' "

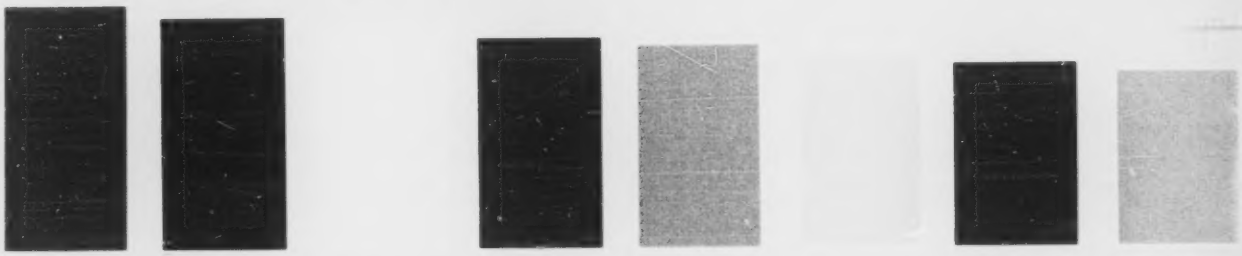
Reds similarly rose in popularity during 1985, dark red jumping to second place with 10.6 percent among full size/intermediates (from seventh place in '84); medium red, meanwhile, leapt from nowhere into seventh place, with 8.4 percent. Medium red also took ninth place among compact cars with 5 percent in '85, while red topped that category with 13 percent, up from 9.7 percent and a fifth place finish the year before.

"The...increased popularity of reds in both passenger car categories indicates important changes in the color selections of the American consumer..." Daily comments. "With the new base coat/clear coat (bc/cc) auto painting process, we're now able to make colors that are more saturated, clearer, more vibrant." (See article titled "Changing Colors" in the May 1986 issue of *Automotive Fleet*.)

Among light- and medium-duty trucks, white and light blue continued to dominate domestic production in '85, registering 14.9 percent and 12.2 percent, respectively.

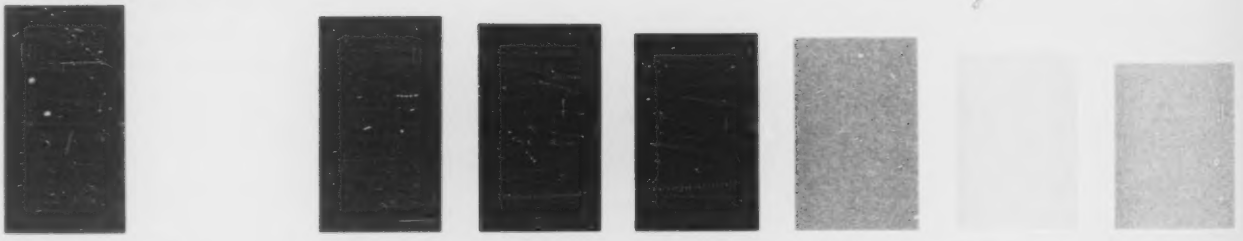
'85 Automotive
(By Percentage

Full Size and Intermediates



Medium Gray	Dark Red	White	Dark Blue	Light Blue	Silver	Medium Red	Light Gold
11.6	10.6	9.7	9.6	9.2	8.9	8.4	7.6

Compacts



Red	White	Medium Gray	Dark Blue	Black	Light Blue	Silver	Light Gold
13.0	11.2	10.6	9.8	9.6	8.7	8.4	7.3

Trucks

White	Light Blue	Bright Red	Tan	Dark Blue	Silver	Black	Dark Brown
14.9	12.2	11.6	10.9	10.3	9.2	9.0	8.9

Looking closer at the Top Five colors in each category, we find that white fell from second place in '84 to third in '85 among full size and intermediate cars, its share shrinking from 12.6 to 9.7 percent. Dark blue also dropped from third to fourth, with 9.6 percent, compared to 12.4 in '84. Fifth place light blue also fell one notch, though its "share of market" rose from 9.0 to 9.2.

Among compacts, white continued in second place with 11.2 percent (down from 11.5 in '84); dark blue stayed fourth (its percentage remaining at 9.8), and black finished fifth with 9.6 percent (up from 5.3 percent and a ninth place finish in '84).

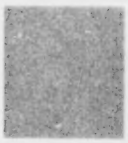
Among trucks, first-place white was down from 15.1 the year before, while light blue dropped from 14.2. Bright red finished third with 11.6, up from 10.2 and fifth place in '84. Tan's 10.9 percent was good

Color Popularity
of Popularity)

Black
5.5

Dark Gold
5.4

Beige
5.0



Light Sage
3.6

Medium Sage
2.1

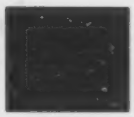
Others
2.8

Medium Red
5.0

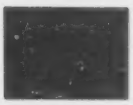
Beige
3.3

Dark Gold
2.9

Dark Red
2.4



Bright Blue
2.0



Light Russet
1.4

Yellow
1.2

Others
3.2

Charcoal
6.1

Light Gold
2.8

Yellow
1.0

Others
3.1

for fourth place (up from 9.1 and sixth a year earlier); dark blue, formerly unranked, came in fifth with 10.3 percent.

Interestingly, the first-place color in both car categories in 1984 — light-red brown — failed to finish among the top colors in '85 at all. Does that say anything about the fickleness of today's auto buyer?

"It's hard to say," Daily ventures. "But I do know that color preferences are cyclical...and that we're all much more color-conscious than ever before."

Daily's also said that colors being worn in Paris, London, and New York high-fashion circles are likely to become the "in" vehicle colors two to three years from now. A glance at the fashion magazines shows that this month, at least, those colors are running to reds, earth tones, and grays.

USED CARS

The following are average car prices ending September 17, 1986. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically in IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
83 AMC ALLIANCE			
Sdn 4 Dr L Series	2594	2621	2568
83 AMC CONCORD			
Sdn	2831	2858	2802
Sta Wgn	2989	3019	2959
83 BUICK SKYLARK			
Sdn Custom	3329	3364	3295
82 BUICK SKYLARK			
Sdn	2716	2741	2686
83 BUICK REGAL			
Sdn	4821	4870	4771
Cpe	4959	5011	4907
82 BUICK REGAL			
Turbo Cpe	4334	4376	4285
Cpe	4196	4235	4153
83 BUICK CENTURY			
Sdn Custom	4704	4750	4659
82 BUICK CENTURY			
Sdn Custom	3955	3994	3915
83 CADILLAC			
Cpe DeVille	7831	7909	7754
Sdn DeVille	7785	7868	7707
82 CADILLAC			
Cpe DeVille	6257	6318	6193
Sdn DeVille	6213	6277	6150
83 CHEVY			
Chvt Htchbk 4 Dr	1930	1947	1911
Camaro Cpe 8	5350	5404	5299
82 CHEVY			
Chvt Htchbk 4 Dr	1650	1666	1635
Camaro Cpe 8	4602	4650	4557
83 CHEVY CELEBRITY			
Sdn	4188	4230	4147
82 CHEVY CELEBRITY			
Sdn	3440	3475	3407
83 CHEVY CAVALIER			
Sdn	3385	3420	3352
82 CHEVY CAVALIER			
Sdn	2296	2317	2272
83 CHEVY CITATION			
Cpe 6	2666	2692	2642
82 CHEVY CITATION			
Cpe 6	1976	1996	1957
83 CHEVY MALIBU			
Clas Sdn	3882	3920	3044
Clas Sta Wgn	4042	4080	4003
82 CHEVY MALIBU			
Clas Sdn	3215	3249	3183
Clas Sta Wgn	3357	3390	3321
83 CHEVY MONTE CARLO			
Cpe	4997	5045	4946
82 CHEVY MONTE CARLO			
Cpe	3410	3447	3375
83 CHEVY IMPALA			
Sdn	4397	4440	4352
82 CHEVY IMPALA			
Sdn	3416	3451	3384
Wgn 9	3551	3590	3517
83 CHEVY CAPRICE			
Sdn	5000	5051	4951
Sta Wgn	5173	5225	5122
83 CHRYSLER			
E-Class Sdn	4138	4181	4096
82 CHRYSLER			
New Yorker Sdn	5325	5379	5272
83 DODGE OMNI			
4 Dr Cust	2427	2452	2403
82 DODGE OMNI			
4 Dr Cust	1817	1834	1799
83 DODGE ARIES			
Cpe	2783	2813	2754
82 DODGE ARIES			
Sdn	2107	2127	2086
83 DODGE DIPLOMAT			
Sln Sdn	3383	3415	3347
82 DODGE DIPLOMAT			
Sln Sdn	2700	2725	2673
83 FORD FAIRMONT			
Futura 6-Cyl Sdn 4 Dr	2954	2984	2924
82 FORD FAIRMONT			
Futura Sdn 4 Dr	2312	2333	2287
83 FORD MUSTANG			
L-Cpe 4	3523	3558	3486
82 FORD MUSTANG			
L-Cpe 4	2779	2806	2751
83 FORD LTD			
Sdn	3343	3378	3309
82 FORD LTD			
Sdn	3476	3511	3446
83 FORD ESCORT			
Htchbk 4 Dr	2418	2439	2393
83 FORD CROWN VIC			
Sdn	5637	5692	5584
82 FORD CROWN VIC			
Sdn	4116	4159	4075
83 FORD THUNDERBIRD			
Cpe	5216	5269	5164
82 FORD THUNDERBIRD			
Cpe	3936	3976	3896
83 LINCOLN CONTINENTAL			
Sdn	9965	10064	9866
Mark VI Cpe	10099	10201	9997
82 LINCOLN CONTINENTAL			
Sdn	6639	6706	6573
Mark VI Cpe	8112	8191	8031
83 MERCURY COUGAR			
Cpe	5307	5359	5252
82 MERCURY COUGAR			
GS Cpe	2791	2819	2761
82 MERCURY LYNX			
HtchBk 2-Dr	2383	2406	2357
83 MERCURY MARQUIS			
Sdn	3384	3417	3350
82 MERCURY MARQUIS			
Sdn	3757	3795	3720
Wgn-2S	3874	3913	3835
83 OLDS CIERA LS			
Cpe	4637	4685	4591
Sdn	4696	4744	4650
83 OLDS CUTLASS SUPREME			
Cpe	5247	5301	5195
Sdn	5101	5151	5052
82 OLDS CUTLASS SUPREME			
Sdn	4251	4296	4210
Cpe	4417	4463	4375
83 OLDS DELTA 88			
Sdn	4951	5001	4900
82 OLDS DELTA 88			
Sdn	3688	3724	3651
83 OLDS DELTA 98			
Sdn	6829	6896	6761
82 OLDS DELTA 98			
Sdn	5447	5501	5392
83 OLDS OMEGA			
Sdn	3329	3364	3295
82 OLDS OMEGA			
Sdn	2716	2741	2686
83 OLDS FIRENZA			
Sdn	3750	3790	3713
82 OLDS FIRENZA			
Sdn	3036	3064	3006
83 PLYMOUTH HORIZON			
4 Dr Htchbk	2363	2387	2336
83 PLYMOUTH RELIANT			
Cpe	2791	2820	2763
82 PLYMOUTH RELIANT			
Cpe	2100	2119	2080
83 PONTIAC FIREBIRD			
Cpe 8	5379	5432	5326
83 PONTIAC 6000			
Cpe	4313	4355	4266
Sdn	4539	4588	4495
82 PONTIAC 6000			
Cpe	3602	3637	3564
83 PONTIAC GRAND PRIX			
Cpe	5154	5205	5104
83 VOLKSWAGEN JETTA			
4 Dr Sdn	4267	4307	4224
82 VOLKSWAGEN JETTA			
4 Dr Sdn	3510	3545	3476
83 VOLKSWAGEN L SERIES			
2 Dr Htchbk	3124	3155	3092
82 VOLKSWAGEN RABBIT			
2 Dr Htchbk	2364	2386	2339
83 DATSUN			
Sentra 2 Dr Std Sdn	2605	2635	2584
Stanza Hbk 4 Dr Dlx	3594	3629	3557
82 DATSUN			
210 Std 2 Dr	1882	1901	1864
Sentra 2 Dr	2131	2153	2112
Stanza Hbk 4 Dr Dlx	2899	2929	2869
83 TOYOTA			
Corolla Sedan 2 Dr	3304	3337	3271
Celica St	4730	4777	4684
Camry Sedan	5371	5426	5315
82 TOYOTA			
Corolla 2 Dr Sdn	2616	2642	2590
Celica St Cpe	3861	3900	3821

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Augusta, GA	114.9	82.4
Chicago, IL	109.2	85.
Minneapolis, MN	128.5	92.9
Charlotte, NC	112.9	80.9
Omaha, NB	131.6	96.9
Reno, NV	127.4	106.4
Philadelphia, PA	100.8	77.7
Memphis, TN	111.2	83.9
Victoria, TX	109.9	71.9
Milwaukee, WI	113.8	86.3
Wheeling, WV	89.9	80.4
Cheyenne, WY	103.4	84.9

Survey conducted during the first five working days of September 1986.
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.